



Human Rights Policy

B Corp Alignment: HR (Human Rights)

HelloPrint B.V. · Rotterdam, Netherlands · 2026

Date	July 2026
Approved by	Board of Directors, July 2026
Scope	All HelloPrint operations, workforce and value chain
Informed by	HelloPrint Human Rights Risk Assessment (HR 2.1), conducted June 2026
Review cycle	Every 3 years

1. Our Commitment to Human Rights

HelloPrint B.V. operates an online print platform headquartered in Rotterdam, the Netherlands, with a second hub in Valencia, Spain. We serve more than one million customers across Europe and the United States, fulfilling their orders through our own teams and an international network of print production partners, material suppliers and logistics providers.

Because our products begin with raw materials harvested and processed far upstream and end in the hands of consumers, our activities touch a wide range of people: our own employees and contractors, workers throughout our supply chain, the communities living alongside production and transport, and the customers who use what we make. HelloPrint accepts that this reach brings responsibility.

We therefore commit to respecting all internationally recognised human rights across our own operations and our business relationships. Respecting human rights means avoiding causing or contributing to adverse impacts on people, and acting to address such impacts where they arise. This commitment is anchored in the following frameworks:

- the **UN Guiding Principles on Business and Human Rights** (UNGPs), which define our responsibility to respect rights and provide access to remedy;
- the **International Bill of Human Rights**, including the Universal Declaration of Human Rights (UDHR) and its two covenants;
- the **ILO Declaration on Fundamental Principles and Rights at Work** - freedom of association and collective bargaining; the elimination of forced and compulsory labour; the abolition of child labour; the elimination of discrimination in employment; and a safe and healthy working environment;
- the **OECD Due Diligence Guidance for Responsible Business Conduct**, which shapes the risk-based due diligence approach we apply to our value chain.

2. Scope of This Policy

This policy applies to:

- all HelloPrint employees, contractors and freelancers, in Rotterdam, Valencia and remote roles;
- every business unit, function and project operated by HelloPrint B.V.;
- our full value chain - upstream timber, pulp and paper; cotton, textiles, metals, minerals, pigments and inks used in promotional and branded products; material processing; our network of print production partners; packaging suppliers; carriers and last-mile delivery partners across all markets we serve; and the digital and platform services that support our marketplace;
- the consumers who purchase and use HelloPrint products, and the communities affected by our operations and value chain, wherever they are located.

Where this policy refers to suppliers, partners and other business relationships, we expect them to uphold standards consistent with it. Where we do not yet have full visibility or leverage, we commit to building both over time and to working constructively with partners to raise standards rather than simply disengaging.

3. What We Commit To

3.1 Respecting human rights

We commit to respecting human rights in our own operations and to using our leverage - as a buyer, platform and customer - to encourage respect for human rights throughout our value chain. Where our influence over a particular impact is limited, we will seek to increase it, including through our purchasing decisions, supplier engagement and collaboration with peers.

3.2 Identifying and assessing our impacts

We commit to identifying and assessing the actual and potential adverse human rights impacts connected to our business. In 2026 we completed our first company-wide Human Rights Risk Assessment, covering 32 risks across our own operations and value chain. The assessment drew on authoritative external sources - including the OECD Due Diligence Guidance, ILO country and sector data, the US Department of Labor list of goods made with child or forced labour, the MVO CSR Risk Check, sector NGO reporting and our own partner

and workforce survey data - and scored each risk on likelihood and on severity, measured by its scale, scope and irremediability. The salient outcomes are summarised in Section 5. We will refresh this assessment every three years and whenever our business, product range or supply chain changes materially.

3.3 Preventing and mitigating harm

Where our assessment identifies potential adverse impacts, we commit to taking proportionate action to prevent or mitigate them before they occur. The action we take is shaped by our relationship to the impact - whether HelloPrint is causing it, contributing to it, or directly linked to it through a business relationship - and is prioritised according to the severity of the risk to people. Our near-term focus is on the high-severity areas identified in Section 5, including raw-material traceability, supplier code-of-conduct coverage, logistics labour conditions and equity within our own workforce.

3.4 Remediating harm we cause or contribute to

Where HelloPrint has caused or contributed to an actual adverse human rights impact, we commit to providing or cooperating in legitimate remediation, with the aim of restoring affected people or communities to the situation they would have been in had the impact not occurred, so far as is reasonably possible. We determine appropriate remedy in dialogue with the people affected and their legitimate representatives, and we will use our leverage to encourage remedy where we are linked to an impact through a partner.

3.5 Engaging affected stakeholders

We commit to meaningful engagement with the people who may be affected by our activities - our own workers, supply-chain and logistics workers, consumers and neighbouring communities - as a core part of how we identify, prevent and address human rights impacts. Where direct engagement is not practicable, particularly for workers deep in our supply chain, we engage credible representatives and draw on independent expertise and reporting.

4. Governance and Accountability

This policy is approved by the Chief Executive Officer of HelloPrint B.V., as the company's highest governing authority, and operates under the oversight of the HelloPrint leadership team.

Day-to-day responsibility for implementation rests with the VP of Supply, to embed human rights considerations into the processes where they matter most - procurement, supplier onboarding and selection, logistics contracting, product and marketing claims, and employee relations. Progress against the risks in Section 5 is reported to leadership as part of our B Corp and responsible-business reporting.

We review this policy at least every three years, and sooner where the Human Rights Risk Assessment, a serious incident, or a material change in our operations or supply chain warrants it.

5. Salient Human Rights Risks

The table below sets out the salient human rights risks identified in HelloPrint's Human Rights Risk Assessment, and indicates where in our value chain each is most likely to arise. A single risk may be relevant in more than one part of the chain. These are areas of potential risk that direct our due diligence; they are not allegations of confirmed harm.

Salient human rights risk	Upstream	Own operations	Downstream
Forced and bonded labour	●		●
Child labour	●		
Fair wages and a living wage	●		
Fair and just working conditions (working hours, precarious and agency work, automation)	●	●	●
Freedom of association and collective bargaining	●		
Occupational health and safety	●	●	●
Discrimination, equity and inclusion, including harassment	●	●	
Land rights, community livelihoods and environmental impacts	●		●
Privacy and data protection		●	●
Product safety and responsible marketing			●
Access to an effective grievance and remedy mechanism	●	●	●

Upstream covers raw-material sourcing and processing and our print production partners; **Own operations** covers HelloPrint's workforce and platform in Rotterdam and Valencia; **Downstream** covers delivery and logistics, consumers, and product use and end-of-life. The full risk register, including severity and likelihood ratings, is maintained in HelloPrint's Human Rights Risk Assessment (HR 2.1).

5.1 What these themes mean in practice

Forced and bonded labour - Ensuring no one in our value chain is made to work through coercion, debt, recruitment-fee bondage, withheld wages or confiscated documents. The risk is highest among migrant workers in upstream forestry and material processing, and among drivers in third-party road transport.

Child labour - Making sure no child is employed below the legal minimum age or in work that harms their health, safety or schooling. This is most relevant to the raw materials behind our non-paper products, such as cotton, metals and pigments.

Fair wages and a living wage - Workers should receive at least the legal minimum wage and, over time, a wage sufficient to meet their basic needs. We pay particular attention to wage levels deep in our supply chain, where statutory minimums can fall short of a living wage.

Fair and just working conditions - Reasonable working hours, secure contracts rather than precarious or bogus self-employment, and fair treatment as roles change. For HelloPrint this also covers how rapidly adopted automation and AI affect job security and workload, including for our own people.

Freedom of association and collective bargaining - The right of workers to join or form a trade union and to bargain collectively without fear of reprisal - a right that is restricted in law or practice in some of the countries from which our materials are sourced.

Occupational health and safety - A safe working environment free from avoidable injury and harmful exposure. This spans chemical and machine safety in printing and material processing, fatigue and injury in logistics and warehousing, and psychosocial wellbeing within our own teams.

Discrimination, equity and inclusion, including harassment - Equal treatment and opportunity regardless of gender, nationality, ethnicity or other characteristics, and a workplace free from harassment. This applies both within our own teams in Rotterdam and Valencia and within our partners' workforces.

Land rights, community livelihoods and environmental impacts - Respecting the land rights of communities and Indigenous peoples affected by raw-material production, and limiting the pollution, water use, waste and climate impacts that can harm people's health and livelihoods near production sites and at product end-of-life.

Privacy and data protection - Safeguarding the personal, payment and uploaded design data that customers entrust to our platform against misuse or breach, in line with data-protection law.

Product safety and responsible marketing - Ensuring printed products are safe to use - for example, inks and coatings in packaging or items intended for children - and that the sustainability and other claims we make to customers are accurate and not misleading.

Access to an effective grievance and remedy mechanism - Ensuring workers, customers and communities can raise concerns safely and have them addressed, and that anyone harmed can seek remedy - across our own operations and, increasingly, our supply chain and logistics network.

6. Grievance and Access to Remedy

Any HelloPrint employee, supplier worker, or third party may raise a human rights concern directly with the Head of Talent & Culture (lizzy.vandervlegel@helloprint.com / speakup@helloprint.com) or via our grievance mechanism. HelloPrint does not tolerate retaliation against anyone raising a concern in good faith.

Our assessment shows that access to remedy is strongest for our own employees and weakest for workers deep in our supply chain and logistics network. We therefore commit to strengthening grievance access across the value chain - including reviewing the trust and usage of our own channels, and assessing dedicated mechanisms for supply-chain and logistics workers - consistent with UNGP Principle 31.